



Aruba's annual CATA conference welcomes representatives from Latin America

The official opening of the Annual Tourism Conference Aruba (CATA) for Latin tour operators opened on Tuesday morning with breakfast at the Marriot Resort and Stelaris Casino. One the menu that morning was a discussion of the future partnership of Aruba and the tour operators from the Latin American countries, as the island is a very popular destination for the clients of the seventy representatives visiting the island for the conference.

Tour Operators from Colombia, Venezuela, Brazil, Argentina and Ecuador will spend the week brainstorming and attending workshops aside from touring the island's facilities, exploring all its assets and amenities.

After a welcome from the Minister of Tourism, Edison Briesen and Jorge Pesquera of the Aruba Hotel and Tourism Association, two guest speakers Luiz Zuquin, President of the Braztoa, the largest tourism trade show in Brazil, and Alvaro Montenegro of the Catedratico de Mercadotecnica address the gathering on the challenges facing tour operators in the Latin market.

Though the official opening was on Tuesday, a number of the airlines, which feed to Aruba from South America, had already made their presentations on Monday. Most notable news from the Latin air carriers was that Avianca of Colombia has again increased their flight schedule to a daily flight and the most interesting surprise, the unveiling of the new DC-8 planes of ASERCA Airlines of Venezuela.

The week will continue with workshops and marketplaces that will acquaint the visiting representatives with Aruba's many attractions, from resorts that span the market and cater to all tastes, a panorama of restaurants and attractions, and what have been rated as the top ten beaches in the world. The CATA conference will officially end with a cozy farewell dinner at the Moomba Beach Bar and Restaurant on Thursday evening, though attendees will have one last chance to talk to the members of AHATA before departing during the Market Place held at the Radisson Resort on Friday.